Coke it in first AA poll

(Continued from Page 1)

declining or remaining steady in consumer awareness.

"We believe this 'tracking' of awareness will be one of the most valuable features of adTrack," said Gary Gabelhouse, SRI Research Center project director. "AdTrack will be a moving picture that allows dynamic measurement of advertising's basic element—awareness."

AdTrack does not attempt to measure advertising effectiveness, or how the advertising in question affected sales. Nor does it attempt to determine whether consumers remembered an ad or commercial because they liked it or disliked it; it merely reflects what consumers said they remembered at the time they were questioned.

■ In April, consumers clearly remembered Coca-Cola advertising more than any other. Of the 1,262 people questioned, 76—or 6% of the total—said Coke's ads first came to mind. Pepsi advertising, which ranked second in over-all awareness, was mentioned by 37 people, or 3% of the total.

When asked to limit their responses to soft drinks, however, consumers were much more evenly divided: 31% said Coke advertising first came to mind, while 27% said Pepsi advertising did. 7UP finished a distant third, receiving 8% of all industry mentions. Dr Pepper advertising was named by 4%.

McDonald's advertising, third in over-all awareness by virtue of its being mentioned by 2% of the respondents, swamped its competition in the industry rankings. It was named as the fast-food advertising that first came to mind by 47% of the respondents, more than six times the number who named runner-ups Burger King (7%) and Wendy's (6%). McDonald's 47% of mentions was easily the most in any industry; Coke's 31% and Pepsi's 27% were the next closest.

McDonald's better than 6-to-1 margin over the No. 2 advertiser in its industry was approached only in one other industry, laundry products, where Tide received 23% of all mentions to only 5% for Cheer. Both products are from Procter & Gamble.

Rounding out the top 10 in over-all awareness were Miller beer, Ford, Chrysler, Peter Pan peanut butter (clearly the biggest surprise), 7UP and Budweiser and Chevrolet, which tied for ninth place.

As might be expected, tv was the medium carrying most of the high-awareness advertising, but the extent of its domination is perhaps unexpected. Nearly seven of every 10 advertisements mentioned in the survey were seen on tv. That compares with only 11% in newspapers, 8% in magazines and 4% on radio.

Other findings of note in April's adTrack:

• Ford's 19% of industry mentions comfortably topped Chevrolet's 11%. Toyota ranked third in cars and trucks, with 8% of all mentions. Although Chrysler ranked sixth in public awareness of all advertising, auto maker ranked only fourth in awareness in industry advertising.

• In medicine and drugs, Tylenol received 20% of all mentions, a commanding margin over the 8% each received by Bayer and Anacin pain relievers.

• In the closest industry fight for consumer awareness, Head & Shoulders shampoo (75 mentions for 6% of total) and Prell (73 mentions, 6%) finished in a virtual dead heat in personal soaps and shampoos. But 72% of those naming Head & Shoulders were men, while only 40% of those naming Prell were.

• Coors finished a surprisingly strong third in beer advertising, with 8% of all mentions, behind Miller's 17% and Budweiser's 13%. Schlitz was fourth, with slightly more than 7.5% of all mentions. The beer tallies included both regular and light brands when mentioned with the brewer's name. A number of respondents mentioned a "light" beer without designating a brand; these weren't recorded as part of the vote for Miller, Budweiser or other brands.

About 29% of those who recalled Coors' ads were over 65, compared with only 13% for Miller and 11% for Budweiser. About 41% of those naming Coors' ads were male, while 55% of those mentioning Bud and 51% of those mentioning Miller were male.

• Marlboro cigarets, with 10% of industry mentions, had a 2-to-1 margin over both Salem and Winston in tobacco products. Surprisingly, perhaps, of those who recalled Marlboro, 56% were women; only 42% of those naming Winston were women.

Although cigaret commercials have not appeared on tv for years, 19 people said they saw Marlboro on tv; eight people said they saw Winston commercials and six said they saw Salem commercials.

• Only one product finished in the top three in two industries. That was Charmin, which ranked No. 1 in personal toiletries/hygiene (6% of all mentions) and No. 2 in paper products (10% of all mentions).

• The top two advertisers recalled in the home electronics category represent the industry's new wave: Atari (15% of mentions) and Radio Shack (4%). General Electric and RCA, more traditional members of the group, tied for third with 3% recalls each.

Atari's awareness recall was more than seven times that of Mattel Intellivision, whose advertising was mentioned by only 2% of the respondents.

• Advertising for the account-jumping airline industry produced one of the closest awareness races, with United's 14% of industry mentions edging out Eastern's 13%. TWA received 9% of mentions, while American finished a close fourth with 8%.

Airline advertising showed the most pronounced regional differences in awareness, with United being recalled most heavily in the North Central U.S., Eastern in the South Central and TWA in the Northeast.

The 44% of respondents who said they were unable to recall any advertising for a specific brand including 9% who recalled specific advertising but not the product that was being advertised.

The confusion appeared most evident in cameras and photographic equipment; 15 people said they were most aware of the "James Garner" commercials, but did not name the product Mr. Garner touts, Polaroid. Kodak edged out Polaroid in industry advertising specifically recalled by brand, with 18% of all mentions to Polaroid's 16%.#

For additional information or data contact: Gary Gabelhouse, SRI Research Center Inc., 301 South 68th Street, Lincoln, Neb. 68506. Phone: (402) 489-0351.

adTrack

Top ads in awareness by industry

	Mentions	% of mentions
CARS/TRUCKS		
1. Ford	234	19%
2. Chevrolet	142	11
3. Toyota	102	8
LAUNDRY PRODUCTS		
1. Tide	294	23
2. Cheer	60	5
3. Bold	43	3BV
MEDICINE & DRUGS		
1. Tylenol	254	20
2. Bayer	100	8
3. Anacin	95	8
PET FOOD		
1. Purina	199	16
2. Alpo	103	8
3. Meow Mix	66	5
PERSONAL SOAP & SHAMPOO		
1. Head & Shoulders	75	6
2. Prell	73	6
3. Ivory	57	5
SOFT DRINKS		
1. Coca-Cola	391	31
2. Pepsi-Cola	344	27
3. 7UP	98	8
BEER		
1. Miller	216	17
2. Budweiser	161	13
3. Coors	107	8

	Mentions	% of mentions
PACKAGED, CANNED, FROZEN FOODS		
1. Birds Eye	129	10%
2. Green Giant	88	7
3. Stouffer's	68	5
COSMETICS & FRAGRANCES		
1. Avon	70	6
2. Charlie	59	5
3. Estee Lauder	56	4
BREAKFAST FOODS		
1. Kellogg's	144	11
2. Cheerios	66	5
3. Wheaties	41	3
FAST-FOOD RESTAURANTS		
1. McDonald's	592	47
2. Burger King	92	7
3. Wendy's	75	6
TOBACCO PRODUCTS		
1. Marlboro	122	10
2. Salem	63	5
3. Winston	60	5
AIRLINE COMPANIES		
1. United	182	14
2. Eastern	159	13
3. TWA	115	9
WINE & LIQUOR		
1. Gallo	80	6
2. Riunite	72	6
3. Paul Masson	66	5

	Mentions	% of mentions
COFFEE & TEA		
1. Maxwell House	227	18%
2. Folger's	174	14
3. Sanka	155	12
PERSONAL TOILETRIES/HYGIENE		
1. Charmin	75	6
2. Crest	35	3
3. Stayfree	28	2
HOME ELECTRONICS		
1. Atari	187	15
2. Radio Shack	49	4
3. (tie) General Electric	36	3
3. RCA	36	3
PAPER PRODUCTS		
1. Scott's	126	10
2. Charmin	121	10
3. Bounty	79	6
GUM/CANDY		
1. Wrigley	113	9
2. Trident	72	6
3. Doublemint	66	5
CAMERAS AND EQUIPMENT		
1. Kodak	224	18
2. Polaroid	202	16
3. Canon	132	10

Question: Of all the ads for (product category) you've read, seen or heard in the last month, which ad first comes to mind?

Source: SRI Research Center Inc., Lincoln, Neb.

Source of ad

	Per cent of all ads mentioned
Television	69%
Newspaper	11
Magazine	8
Radio	4
Outdoor	2
Other	5
Don't know	1

Question: Where did you read, see or hear (ad named as first coming to mind)?

Source: SRI Research Center Inc., Lincoln, Neb.

Study's methodology explained

LINCOLN, NEB.—SRI Research Center interviewers called a random sample of 1,262 respondents 18 or older from April 1 through April 21, making 60 contacts nightly.

Respondents were selected using randomly generated telephone numbers in the 48 contiguous states of the U.S. Respondents were proportionally stratified by sex, age, race and state in each of four regions.

Nightly quotas for males, females and region were established to reduce bias that could have resulted from the time and day of the call, and to facilitate meeting all stratification quotas upon completion of the study.

Calls were made between 5 p.m. and 10 p.m. in the respondents' time zone. A mimimum of three attempts were made to reach a qualifying respondent at each telephone number, including a final attempt made during daytime hours.

All callers were professional interviewers trained and exclusively employed by SRI Research Center. Interviewers were specifically trained for adTrack by SRI and ADVERTISING AGE. All interviewers were supervised and monitored during the study, and 10% of all respondent contacts were validated by callbacks by SRI supervisors.

The following table shows the range of error at various response levels on a sample of 1,250 respondents. All ranges of error assume a 95% confidence level, meaning that if similar-size samples were drawn from the same population 100 times, 95 times out of the 100 the responses given would be within the error ranges designated.

Range of Error

Response level—Percentage of error
50%: Plus or minus 2.8%
40% or 60%: + or - 2.7%
30% or 70%: + or - 2.5%
20% or 80%: + or - 2.2%
10% or 90%: + or - 1.7%

SRI Research Center is a 10-year-old, employe-owned full-service research company engaged primarily in telephone research. Included in SRI's clients are numerous *Fortune* 500 corporations and broadcasting companies. It has about 220 employes, including a roster of permanent interviewers.#

Meyer on

Promotions

By Ed Meyer

It's on the package

Sales promotion was used to literally "hold the fort" during 1981. According to Dancer Fitzgerald Sample's monthly "Consumer Promotion Report," the biggest change in promotion strategy from the previous year came from a dramatic increase in the use of on-package promotion by manufacturers.

The increased use of the package as a sales promotion vehicle was just one of several key developments that we discovered when comparing our 1981 DFS monthly "Consumer Promotion Report" findings with our 1980 findings. In our review of 1981, we looked at 6,147 different promotions in 23 prime product categories, including cereal, coffee, soap and detergents, to produce our findings. It's the first time we have been able to draw a comparison because the "Promotion Report" is just in its second year. All information is obtained from media and instore promotion activity in six major markets and includes every major promotion technique.

Manufacturers are designing their promotions to reach objectives more realistically.

The "Promotion Report" should not be taken as the final word, but just an indication of what's happening in the marketplace. However, I just returned from listening to Dick Aycrigg of A.C. Nielsen Co., who presented his company's annual report on coupons and refunds, and I found a distinct correlation between his findings and those from the "Promotion Report."

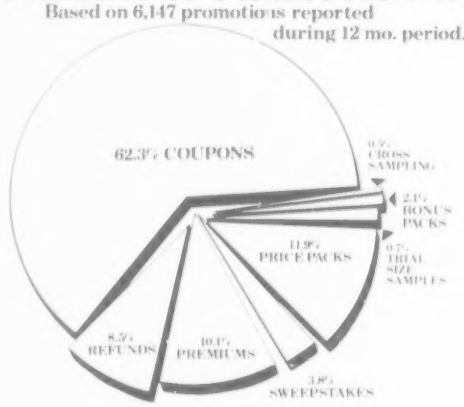
Sales promotion thrives in difficult economic times. I would think there have been significant increases in promotion budgets in order to create "quick thrusts" at consumers in hopes of capturing their interest and encouraging their steady purchases. Thus, the use of the package to create brand switching and continuity incentives to remain in one's franchise is very appropriate. I also feel that manufacturers are looking to strategically plan their promotions to achieve the most impact for their dollars. Let's see how this thinking was substantiated in 1981.

First of all, the increased use of the package for promotion was substantial over 1980. The use of package coupons increased by 10.3%; package refunds by 17.1%; bonus packs by 16.7%; instant coupons by 55.1%, and on-package sweepstakes by 89.1%. The last two areas—instant coupons and on-package sweepstakes—not only show outstanding growth, but add new dimensions to the versatility of sales promotion techniques.

The instant coupon has really emerged as a popular technique in the past two years. But questions are still raised as to its impact and what kind of effect it will have on the use of price packs (or off label) promotions? According to the latest information from Nielsen, the instant coupon averaged about 25% redemption over the past year and is being viewed as a possible alternative to price packs, which continue to receive static from retailers, who have to add new costly listings to their order sheets with this type of promotion.

SUMMARY OF PROMOTION–1981

Based on 6,147 promotions reported during 12 mo. period.



SOURCE: DFS MONTHLY CONSUMER PROMOTION REPORTS–1981

The instant coupon affixed by the manufacturer or in the store by the sales force is thought to create instant takeaway, yet it costs less than the off label when the cost of every package must be reduced in price. Until now it was believed that the instant coupon, like the off label, created an immediate sale, yet a high percentage of the instant coupons were redeemed on the next purchase, not the first, making it a very affordable promotion. We'll have to wait and see if this philosophy is realistic or whether the instant coupon just becomes too expensive if the redemptions skyrocket on the first purchase.

Our second leading on-package growth area is sweepstakes or games. This consists primarily of the insertion of rub-off game cards in a specific amount of packages offering consumers many chances to win prizes, which, in many instances, consist of cash. This technique, which has been so popular with fast-food outlets and state lotteries, has shown tremendous growth in use by packaged goods manufacturers over the past year.

Besides the increased use of the manufacturer's package as a promotion vehicle, there seems to be an over-all rise in the use of better strategic planning. In other words, manufacturers are designing their promotions to more realistically accomplish their objectives, using less "sleight of hand" and more logical thinking. We found this occurring in three other specific areas: Self-liquidating premiums, coupon refunds and the selection of the specific type of media with which to deliver coupons.

Self-liquidating premiums are the least effective of any promotion technique, except when they're used as dealer loaders. We found that almost three-quarters of all premiums being offered were self-liquidators, very similar to last year. However, we do feel that manufacturers are using self-liquidators in a very specific way—as incentives to the trade to get up displays. Which is what dealer loaders are all about. So this low-level promotion technique may be serving an excellent purpose as a phantom promotion vehicle for consumers and as a display acquiring vehicle to the trade, which represents some very smart thinking.

Another example of good planning is the continuing growth in the use of coupons as full refunds or combined with cash as partial refunds. Manufacturers are taking advantage of the coupon boom by offering higher refund values through multiple coupons while at the same time generating more product sales when the coupons are redeemed. No longer is the cash refund going straight in the pocketbook. Its coupon replacement is creating additional purchases and helping to maintain brand loyalty.

Finally, we continue to see a more effective use of coupons through the selection of very efficient delivery vehicles. Specifically, we see a greater use of cooperative couponing efforts whereby a manufacturer pays only a portion of the distribution costs and achieves in many instances as effective redemption as though it were to run its coupon alone. We found the use of the very popular free-standing insert increasing by 11.4% over 1980. This vehicle, which creates a very substantial redemption at a low delivery cost, continues to be the most efficient couponing device available outside the use of one's package, which only rewards current users.

So, in 1981, sales promotion once again proved to be a very practical marketing tool—a tool that can certainly help keep one's franchise afloat during difficult economic times. AA

Ed Meyer is director of promotion services at Dancer Fitzgerald Sample, New York.

Consumer's Viewpoint

By Barbara Mahany

Refund offer does it

Well, the planets all lined up behind the sun on March 9, and the world did not come to an end, but the Great Atlantic & Pacific Tea Co. did, here in Chicago, and that is sad. Why does one store or product make it and others fail? Oh, to get the pulse of a market and not lose it. That's what your business is all about, isn't it?

You all finally got me. I bought a different brand of instant lemonade just because of the refund offer. That is the first time I bought a product for the refund; now to take the time to get the refund. It was a warm afternoon and I went to the store to get a new container of the brand we all enjoyed so much last year, and there I was, faced with all those different brands.

The amount of competition in this one area amazed me, so I started looking at them all and comparing price and quantity and confusing myself, when I saw this one brand with a flag proclaiming a $1.25 refund. "Why not?" I asked myself. Another loyal customer fell for money.

I have been checking food ads more carefully lately and there are so many offers and the dollar value keeps going. I wonder where it will all end. It is interesting to note that General Motors feels that refunds on cars have served their time, and it is now time to find new ways of attracting buyers, without lowering the price of cars. Interesting and wonderful for all of us out here consuming like mad. I am waiting, patiently, for trading stamps to come back, perhaps included in the package. I loved stamps and really felt like I was a wise shopper when I traded in my books for merchandise.

There are promotions for absolutely every occasion. Sometimes I think you have created holidays so you will have a theme to build around. It seems to me you have missed a marvelous opportunity with April 15. I am serious, something offbeat, like "Day of Reckoning" deal—or a very big push on painkillers. We must never lose our sense of humor must we, as these are humorless times.

It is pack-up-memory time for my family. Mother is selling the family home and I went back to Cincinnati to help. Driving through Indiana I remembered how the Burma Shave signs would break up the monotony of a road trip. Wonderful nonsense rhymes; and I missed these and the barn roofs that stated so simply "Chew Mail Pouch Tobacco." Such simple messages, so straightforward and honest.

I have been concerned for years about the impact of advertising on the subconscious, and the way some companies take advantage of these needs and wants. The pictures, the copy all lead one to believe that happiness and success come with driving this car, wearing this perfume or this label, eating this product, etc. . . . The models are gorgeous, both male and female, generally young and very exciting, and all this in romantic settings. Now, most of us are not gorgeous, exciting or young. Some of us are pleasingly plump, showing signs of wear and tear and seldom, if ever, high fashion. This is much closer to the real world than the world you proclaim.

The American Tobacco Institute is running an ad now claiming that cigaret advertising does not influence kids. Their words. They have got to be kidding or are they really that naive.

Adolescence is a very difficult time at best. Wanting to look and act grown up is so terribly important in these years, and the tobacco industry bears an extra burden because its product affects not only the one using it but those of us who have to breathe the smoke-filled air. Has there ever been a cigaret ad that told about the smell of stale smoke, stained fingers, the mess of ashes? I know, I smoked. Has there ever been an ad that showed a man or woman as other than young, well-off, exciting and having a marvelous time? Some cigaret companies have changed their format and I thank them for leaving people out of the ads and appealing to reason rather than emotions, but some have not. I hope the Tobacco Institute will rethink its ad and be more responsible for the impact its industry's ads have on our youth and all future consumers.

My thanks to those in the food industry who on their own are including information regarding the salt content in their products. You make many brownie points when you do it before the consumer groups force you to. AA

Barbara Mahany writes on advertising and promotion matters from a consumer's standpoint.

C2710-1 5/24/82

Saatchi & Saatchi Compton: The brothers have a goal—See Magazine

Advertising Age®

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$1 a copy; $40 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *May 24, 1982*

Bic spots pulled off by 2 nets

By GAY JERVEY

After a pretty feisty skirmish, the latest battle in the Bic/Gillette comparative war has reached an impasse.

Both ABC and NBC reportedly have yanked—temporarily at least—a highly touted Bic tv commercial that pits Bic and Gillette shavers against each other. The commercial makes use of an electron microscope for super-tight closeups of male chins, brandishes "independent clinical" tests and is graphic about shorn whiskers—all in an attempt by Bic to show once and for all that what Gillette razors do, Bic can do, too—and for less money.

■ To date, Bic is only offering the following official statement: "We're continuing discussions with both networks, and legal counsel has advised us not to comment on this at this time."

An NBC spokesperson explained that Gillette has initiated a challenge procedure with the network, and NBC in turn is reviewing the ads internally.

Meanwhile, it will keep them

(Continued on Page 80)

New role

Pernell Roberts ("Trapper John, M.D.") serves up Folonari Soave for his friends who "like chablis" in a new tv commercial breaking today for the import of "21" Brands, New York. It will air in East and West Coast markets. Henderson Advertising, Greenville, S.C., handles.

REORGANIZATION TO HELP

S.C. Johnson mulls entry into otc drugs

By JENNIFER ALTER

RACINE, WIS.—S.C. Johnson & Son, which made its name and fortune on wax, is exploring a major diversification into the over-the-counter drug business.

The 96-year-old company is considering both acquisition and product development as ways to crack the $9 billion field, which Johnson expects to grow rapidly because of increased consumer interest in self-care and relaxed government regulations.

In addition, "It's kind of a natural thing for us in terms of distribution," said Richard Carpenter, exec vp, U.S. consumer products, in an interview. Emphasizing that activity to date has been "strictly exploratory investigation," Mr. Carpenter said test marketing of an otc product is more than a year away.

Johnson is known to be looking at several otc companies and has enlisted the services of former JCK Organization chairman Dan Rodgers as a consultant.

Also, last July it bolstered its internal development capabilities by hiring Donald A. Buyske as senior vp-research and development and chief scientific officer. Dr. Buyske brought along high-level pharmaceutical experience from Johnson & Johnson and Warner-Lambert.

While he declined to discuss specifics, Mr. Carpenter said skincare is a logical possibility for pursuit. "Skincare would be a good bridge," he said, referring to expertise the company has gained with its recent

(Continued on Page 80)

last minute news

Massive 'House & Garden' revamp readied

NEW YORK—*House & Garden* is about to change everything but its name as it goes against *Architectural Digest* in a head-to-head marketing battle. In one of the magazine industry's most dramatic makeovers, the Conde Nast publication will up its cover price to $4 from $1.50, drop its service features in place of "life style" stories on architecture and design, change to a 100-lb. stock cover and to 60-lb. stock inside pages and cut its 1 million rate base, perhaps almost by half. The changes are planned for January, with a prototype due in September. Sources said that between 18 and 20 staffers have been fired to make way for the new direction.

Norwich slates Head & Chest cold remedy line

NORWICH, N.Y.—Norwich-Eaton Pharmaceuticals next fall will launch Head & Chest, a line of cold remedy products, with about $9 million in support via Henderson Advertising, Greenville, S.C.

Media General mulling purchase of Tanner

RICHMOND, VA.—Media General is considering the acquisition of William B. Tanner Co., Memphis, the nation's largest barter/media placement company. Media General, a diversified communications company that owns newspapers, radio and tv stations, would only say that it was holding "discussions" with Tanner. Tanner has 450 employes and field offices located in Boston, Chicago, Cleveland, Los Angeles, New York and San Francisco.

(Continued on Page 8)

USFL ready to sign network

By COLBY COATES

NEW YORK—Pro football is a betting man's game, so if you'd care to lay down a few markers, here are some hot tips on the new U.S. Football League.

Within the next week or so, USFL will land a network contract with either NBC or ABC. Shortly thereafter, a cable deal, most likely with ESPN, will develop.

The cable deal will be followed by Chet Simmons' exit from ESPN to become commissioner of the new league.

And there is another sure thing about the USFL: It's one of those rare times when a sports franchise is being created to meet a specific marketing objective.

In this case, advertisers have long moaned about their inability to reach the male 18-to-49 demographic during the second quarter. Sure, there are golf tournaments, NCAA basketball, some baseball and assorted anthologies; but on the network level there really is no continuing live-action, male-appeal sports franchise. Enter the 12-team USFL to fill that gap.

At this point, both NBC and ABC are negotiating with USFL. CBS apparently is on the sidelines, particularly since next year it will retain both NBA and NCAA basketball. With weekend daytime taken over by basketball, CBS would find it difficult to schedule USFL. The word among network sources is that NBC may have a slight edge over ABC in the negotiations, though both remain

(Continued on Page 80)

Travel agents put pieces together

Braniff: Computer plot?

By KIMBERLY PALMER

DALLAS—American Airlines, when it moved here two years ago, wasted little time sharpening the sword that was aimed straight for Braniff International's heart, former Braniff executives say.

Irregularities in information about Braniff's flight schedules and availability displayed in American's SABRE reservations system began to surface within months after American moved its reservations center and corporate headquarters from New York to nearby Grand Prairie in 1980.

SABRE, considered the largest automated reservation system in the country, is used by some 6,000 travel agencies, plus a number of corporate travel departments, to book flights on various airlines.

Former Braniff officials say the problems intensified in recent months as the ailing Dallas-based carrier fought for its life with innovative marketing strategies and promotions.

■ Still reeling from Braniff's sudden shutdown (AA, May 17), travel agents now are beginning to piece together how, while they looked on, American may have used its sophisticated reservations system against Braniff. American officials deny such allegations.

"The more competitive Braniff got, the nastier American got," relates the manager of one Oklahoma travel agency. American competed with Braniff in all

(Continued on Page 78)

NEWSPAPER

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